

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# The Bonnewitz Wholesale Gardens

## WEEKLY CHATS AND SPECIALS



Number Ten-----Season 1927

Van Wert, Ohio, Sept. 24, 1927

Honest, we wanted our mailing of the large reproduction of Iris "Ambassadeur" in full color to be a "Good Will" surprise for everyone on our Wholesale Mailing List, but it seems that it developed an "April Fool" atmosphere, for several firms have written us that their envelope contained nothing but a sheet of corrugated board. As the saying is, "There's a reason". This mailing was handled by extra help composed of a group of high school girls who were evidently more interested in high school activities than in knowing that each envelope contained the picture. We are not anxious to submit a sample of our shipping carton material, but we do want you to have this picture in full color, as we believe it is the best we have ever seen. If your big brown envelope arrived empty or in a damaged condition, write us at once (our supply of pictures is not unlimited) and we will mail you a copy for your office, salesroom or home. The joke is really on us because we "paid the freight" on the cardboard. You may be sure these envelopes are now inspected. No second "April Fool" consignments.

Here's good news for everyone issuing a catalog. "Mother of Pearl" will be featured as a fifty cent Iris next year. With the publicity it has had as a "Dollar Iris" and with our co-operative advertising plan, every firm can realize on the big demand which is sure to materialize when "Mother of Pearl" is offered at the popular price of fifty cents. "Mother of Pearl" is a splendid "Dollar Iris" and will show good profit as a fifty cent special.

Here are our wholesale prices for 1928 delivery:

25 roots at----25¢ each  
50 roots at----23¢ each  
100 roots at----20¢ each  
500 roots at----18¢ each

1000 roots at----16¢ each  
2500 roots at----15¢ each  
5000 roots at----14¢ each  
10,000 roots at----13¢ each

To firms desiring to propagate their own stock for 1928 sales, we offer planting size roots for immediate delivery at the following low prices:

25 roots at----20¢ each  
50 roots at----18¢ each  
100 roots at----17½¢ each  
500 roots at----15 ¢ each

1000 roots at----13½¢ each  
2500 roots at----12 ¢ each  
5000 roots at----11 ¢ each  
10,000 roots at----10 ¢ each

Transportation charges are, of course, collect. These are the same size roots we are now resetting for our next year's sales.

(Over)

Our "Huckster's Auction" of last week was so successful that we decided to hitch up the "grays" again and offer a second shipment of the Campbell Irises on our Wholesale Route. The second auction sheet is enclosed with this bulletin. The same arrangement and terms will apply to these auction items. Bids will be accepted for consideration for ten days from the date of this bulletin, and shipment will be made to the highest bidder immediately at the close of the auction.

In quantities of ten, bids will be considered as low as five cents, shipment to be made to the highest bidder in every case. In quantities of fifty or more, bids as low as three cents will be considered, shipment in every case to be made to the highest bidder. No remittance need accompany your bid. Payment can be made on receipt of our regular invoice.

We will have ready for mailing, within the next week or ten days, a folder which will contain illustrations in color of Irises "Mother of Pearl", "Ambassadeur", "Opera", and "Prospero"; Peony, "Philippe Revoire" and Oriental Poppy, "Lula A. Neeley. This folder deserves a place in your "catalog material" file. If you do not receive your copy within the next week or ten days, write us. You should look it over before you approve your new catalog copy for the printer.

Lee A. Shimer  
Sales Manager  
BONNEWITZ WHOLESALE GARDENS

#### PEONIES

-----

The sound of the school bell and these cool evenings (right now I could add mornings and days too) make us think Peonies, even though Iris work is not yet completed. There is still ample time for both. Mr. Bonnewitz insists that this bulletin carry a few Peony specials. Here is our first group of Peonies offered at Wholesale prices. Each division will have at least three good eyes with a well balanced root system. This offer is made for immediate delivery, transportation charges collect. Cash should, of course, accompany orders for Peonies.

(Varieties and Prices on Separate Sheet)

PEONIES

Note descriptions in our retail list. (Glad to mail you a copy if you do not have one on file.)

BUNCH OF PERFUME (red)

5 divisions at----\$0.50 each  
10 divisions at---- .45 each  
25 divisions at---- .40 each

CANDEUR (pink)

3 divisions at----\$2.75 each  
5 divisions at---- 2.50 each  
10 divisions at---- 2.25 each

ELWOOD PLEAS (pink)

5 divisions at---- 1.75 each  
10 divisions at---- 1.50 each  
25 divisions at---- 1.25 each

E. B. BROWNING (white)

5 divisions at---- 2.50 each  
10 divisions at---- 2.25 each  
25 divisions at---- 2.00 each

ENCHANTRESSE (white)

5 divisions at---- 2.50 each  
10 divisions at---- 2.25 each  
25 divisions at---- 2.00 each

EXQUISITE (pink)

5 divisions at---- 1.50 each  
10 divisions at---- 1.25 each  
25 divisions at---- 1.00 each

FRANCES SHAYLOR (pink and cream)

5 divisions at---- 2.50 each  
10 divisions at---- 2.25 each  
25 divisions at---- 2.00 each

GINETTE (pink)

5 divisions at---- 1.25 each  
10 divisions at---- 1.00 each  
25 divisions at---- .90 each

LADY ALEXANDRA DUFF (pink)

5 divisions at---- 1.90 each  
10 divisions at---- 1.75 each  
25 divisions at---- 1.50 each

MARTHA BULLOCH (pink)

3 divisions at---- 6.00 each  
5 divisions at---- 5.00 each  
10 divisions at---- 4.50 each

MIDSUMMER NIGHTS DREAM (pink)

5 divisions at---- 1.25 each  
10 divisions at---- 1.15 each  
25 divisions at---- 1.00 each

MRS. EDWARD HARDING (white)

3 divisions at---- 8.00 each  
5 divisions at---- 7.50 each  
10 divisions at---- 6.00 each



Date.....

.....

.....

.....

:My bid each for ten roots :		:
:	or more :	My bid each :
:.....:		:
:	Quantity : My bid :	:
:	desired : each :	for entire stock :
:.....:		:
:	:	:

Anne Leslie.....:.....:.....:.....:.....  
Armenian.....:.....:.....:.....:.....  
Atlas.....:.....:.....:.....:.....  
Belladona (Koehler).....:.....:.....:.....:.....  
Chester J. Hunt.....:.....:.....:.....:.....  
Cora.....:.....:.....:.....:.....  
Drake.....:.....:.....:.....:.....  
Elsie Jennings.....:.....:.....:.....:.....  
Ethel Aldrich.....:.....:.....:.....:.....  
Etta.....:.....:.....:.....:.....  
Gertrude.....:.....:.....:.....:.....  
Goldfinch.....:.....:.....:.....:.....  
Gules.....:.....:.....:.....:.....  
Madame Baze.....:.....:.....:.....:.....  
Madame Boulet.....:.....:.....:.....:.....  
Madame Chabal.....:.....:.....:.....:.....  
Mary Garden.....:.....:.....:.....:.....  
Medallion.....:.....:.....:.....:.....  
Melrose.....:.....:.....:.....:.....  
Monsignor.....:.....:.....:.....:.....  
Powhatan.....:.....:.....:.....:.....  
Raffet.....:.....:.....:.....:.....  
Squalen's Vieil Or.....:.....:.....:.....:.....  
Thelma Perry.....:.....:.....:.....:.....  
Trianon.....:.....:.....:.....:.....  
Turco.....:.....:.....:.....:.....  
Undine.....:.....:.....:.....:.....  
Viola.....:.....:.....:.....:.....  
Windham.....:.....:.....:.....:.....  
Wyomissing.....:.....:.....:.....:.....

